

2013 DRAFTING REQUEST

Bill

Received:	12/17/2012	Received By:	mgallagh
Wanted:	As time permits	Same as LRB:	
For:	Andy Jorgensen (608) 266-3790	By/Representing:	Tom Kelly
May Contact:		Drafter:	mgallagh
Subject:	Econ. Development - bus. dev.	Addl. Drafters:	
		Extra Copies:	

Submit via email: **YES**
 Requester's email: **Rep.Jorgensen@legis.wisconsin.gov**
 Carbon copy (CC) to: **michael.gallagher@legis.wisconsin.gov**

Pre Topic:

No specific pre topic given

Topic:

Pilot marketing program for Tier II and Tier III manufacturers

Instructions:

No specific instructions given

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	mgallagh 12/28/2012	evinz 1/3/2013		_____			
/1	mgallagh 2/18/2013	evinz 2/19/2013	rschluet 1/3/2013	_____	sbasford 1/3/2013		State
/2	mgallagh 2/19/2013	evinz 2/19/2013	rschluet 2/19/2013	_____	lparisi 2/19/2013	srose 2/20/2013	State

FE Sent For:

at intro 12
2/20/13

<END>

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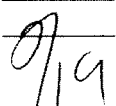
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/?	mgallagh 12/28/2012	evinz 1/3/2013					
/1			rschluet 1/3/2013		sbasford 1/3/2013		State

FE Sent For:

12 evv 2/19/13
12 evv 2/19/13
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Wanted: **As time permits** Same as LRB:
For: **Andy Jorgensen (608) 266-3790** By/Representing: **Tom Kelly**
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Subject: **Econ. Development - bus. dev.** Addl. Drafters:
Extra Copies:

Submit via email: **YES**
Requester's email: **Rep.Jorgensen@legis.wisconsin.gov**
Carbon copy (CC) to: **michael.gallagher@legis.wisconsin.gov**

Pre Topic:

No specific pre topic given

Topic:

Pilot marketing program for Tier II and Tier III manufacturers

Instructions:

No specific instructions given

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
1/?	mgallagh	1 rev 12/28/12	1 rev 12/28/12				

FE Sent For:

<END>

Gallagher, Michael

From: Kelly, Tom
Sent: Monday, December 10, 2012 3:07 PM
To: Gallagher, Michael
Subject: RE: Rep. Jorgensen redraft requests

Sorry, Mike.

I saw that when I first looked at the bills but forgot when I was emailing you. Please house the programs in DOA.

Thanks,
Tom

From: Gallagher, Michael
Sent: December 10, 2012 14:55
To: Kelly, Tom
Subject: RE: Rep. Jorgensen redraft requests

Got it, Tom.

The Department of Commerce was eliminated in last session's budget. Do you want the Wisconsin Economic Development Corporation to replace Commerce in these redrafts? Or, do you want another state agency, like the Department of Administration or the Department of Safety and Professional Services, to replace Commerce in the redrafts for this session?

Thanks.


Mike

Michael P. Gallagher
Legislative Attorney
Legislative Reference Bureau
(608) 267-7511
michael.gallagher@legis.wisconsin.gov

From: Kelly, Tom
Sent: Monday, December 10, 2012 2:32 PM
To: Gallagher, Michael
Subject: Rep. Jorgensen redraft requests

Hi Mike.

Rep. Jorgensen would like to reintroduce 2011 AB 9 (relating to marketing assistance program for Wisconsin Tier II and Tier III manufacturers and making an appropriation) and 2011 AB 10 (relating to requiring the Department of Commerce to organize trade and marketing forums for Tier I, Tier II, and Tier III manufacturers and making an appropriation) in the 2013-14 session.

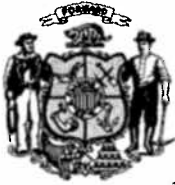


If you could prepare the bills for reintroduction, it would be greatly appreciated.

Thanks,

Tom Kelly
Office of Rep. Jorgensen

In 12-28 Soon Turns.



State of Wisconsin
2011 - 2012 LEGISLATURE



LRB-0840/1

CTS w/ ph

Leev

2011 ASSEMBLY BILL 9

D-Note

Insert

January 31, 2011 - Introduced by Representatives JORGENSEN, BARCA, BERCEAU, BERNARD SCHABER, CLARK, DANOU, FIELDS, GRIGSBY, HULSKY, MOLEPSKE, JR, PARISI, PASCH, POPE-ROBERTS, RICHARDS, RINGHAND, ROYS, SEIDEL, SHILLING, SINICKI, TURNER, VRUWINK and YOUNG, cosponsored by Senators LASSA, T COLLEN, HANSEN, TAYLOR and WIRCH. Referred to Committee on Jobs, Economy and Small Business.

grant for a manufacturer

Regu

- 1 AN ACT to amend 20.143 (1) (c) and 20.143 (1) (ie); and to create 560.168 of the
- 2 statutes; relating to: marketing assistance program for Wisconsin Tier II and
- 3 Tier III manufacturers and making an appropriation.

ASSISTANCE
Analysis by the Legislative Reference Bureau

DOA

This bill requires the Department of Commerce (Commerce) to award a grant to an association that represents manufacturers in this state for establishing manufacturing marketing programs and promoting the manufacturers' products and manufacturing services. The grant may not exceed a total of \$2,590,000 disbursed over five years. The bill specifies the purposes for which the grant proceeds may be used, including salaries and fringe benefits to certain association employees, operating expenses for a marketing and outreach office, and creating an Internet Web site for the association. The grant is funded by current Commerce appropriations that fund several economic development programs.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 20.143 (1) (c) of the statutes is amended to read:

Insert 1-4

a new DOA GPR appropriation

ASSEMBLY BILL 9

SECTION 1

20.143 (1) (c) *Wisconsin development fund; grants, loans, reimbursements, and assistance.* Biennially, the amounts in the schedule for grants under ss. 560.145 and 560.047; for loans under s. 560.128; for the grant under s. 560.168; for grants and loans under ss. 560.275 (2) and 560.276 and under subch. V of ch. 560; for reimbursements under s. 560.167; for the costs specified in s. 560.607; for loans under s. 560.203 and the loan under 1999 Wisconsin Act 9, section 9110 (4); and for the grants under 1995 Wisconsin Act 27, section 9116 (7gg), 1995 Wisconsin Act 119, section 2 (1), 1997 Wisconsin Act 27, section 9110 (6g), 2003 Wisconsin Act 33, section 9109 (1d) and (2q), 2007 Wisconsin Act 20, section 9108 (4u), (6c), (7c), (7f), (8c), (8i), (9i), and (10q), 2009 Wisconsin Act 2, section 9110 (2) and (3), and 2009 Wisconsin Act 28, section 9110 (17q).

SECTION 2. 20.143 (1) (ie) of the statutes is amended to read:

20.143 (1) (ie) *Wisconsin development fund, repayments.* All moneys received in repayment of grants or loans under s. 560.085 (4) (b), 1985 stats., s. 560.10, 2005 stats., s. 560.147, 2005 stats., s. 560.16, 1995 stats., s. 560.165, 1993 stats., s. 560.275 (2), s. 560.62, 2005 stats., s. 560.63, 2005 stats., s. 560.66, 2005 stats., ss. 560.145, 560.157, and 560.45, subch. V of ch. 560, 1989 Wisconsin Act 336, section 3015 (1m), 1989 Wisconsin Act 336, section 3015 (2m), 1989 Wisconsin Act 336, section 3015 (3gx), 1997 Wisconsin Act 27, section 9110 (7f), 1997 Wisconsin Act 310, section 2 (2d), 1999 Wisconsin Act 9, section 9110 (4), and 2007 Wisconsin Act 20, section 9108 (5x), not appropriated under par. (gv) to be used for the grant under s. 560.168, for grants and loans under ss. 560.275 (2), 560.276, and 560.45 and subch. V of ch. 560, for loans under s. 560.128, for the loan under 1999 Wisconsin Act 9, section 9110 (4), for the grant under 2001 Wisconsin Act 16, section 9110 (7g), for the grants under 2003 Wisconsin Act 33, section 9109 (1d) and (2q), for grants under 2009 Wisconsin

ASSEMBLY BILL 9

1 Act 265, section 45 (1), for the study under 2009 Wisconsin Act 28, section 9110 (15u),
2 and for reimbursements under s. 560.167.

3 SECTION 3. ~~560.168~~ of the statutes is created to read:

16.20

4 ~~560.168~~ Wisconsin Tier II and Tier III marketing assistance program.

5 (1) In this section:

16.20 (B)

MANUFACTURER (B)

6 (a) "Association" means an organization not organized or incorporated for
7 profit that represents Wisconsin-based Tier II and Tier III manufacturers.

8 (b) "Eligible business" means any of the following:

9 1. A Tier II manufacturer.

10 2. A Tier III manufacturer.

11 (c) "Tier II manufacturer" means a business operating in this state that
12 manufactures a product that is used as a part in a product produced or distributed
13 for sale or sold to a consumer.

14 (d) "Tier III manufacturer" means a business operating in this state that
15 manufactures a product that is used as a part in a product produced by a Tier II
16 manufacturer or as a part in a product produced or distributed for sale or sold to a
17 consumer.

to the department

18 (2) Subject to the limits under sub. (4), an association may apply under sub.

19 (3) for a 5-year grant to establish a manufacturing marketing program and conduct
20 marketing activities on behalf of, and to promote the manufacturing services of and
21 products created by, eligible businesses.

assistance

to

Manufacturers

22 (b) (3) An association shall submit to the department an application containing
23 all of the following:

under par. (a) shall contain

24 (a) An itemized budget detailing expected expenses for all activities for which
25 grant moneys are sought.

1.

ASSEMBLY BILL 9

(b) A description of how the activities for which grant moneys are sought will benefit the association's ability to market products of eligible businesses.

(a) Subject to the requirements under pars. (b) and (c), from the appropriation under s. 20.143 (1) (c) or (ie), the department may award one 5-year grant not to exceed \$2,590,000 to an association that applies to the department under sub. (a). The department shall disburse ^{the} grant moneys as follows:

1. In the first year, not more than \$650,000 for the start-up and operation of a manufacturing marketing program. ^{assistance} ^{manufacturer}

2. In the 4 subsequent years, not more than \$485,000 in each year.

(b) The association shall use grant moneys awarded under this subsection to do all of the following: ^{employs} ^{whom}

1. Pay salaries and fringe benefits to staff employed by the association provided the staff are employed exclusively to carry out the purposes of sub. (2) ^{grant} (a)

2. Purchase equipment and pay operating expenses for a marketing and outreach office.

3. Create and maintain an Internet ^{grant} ^{stated under} Web site to carry out the purposes of sub. (2) ^(a)

4. Pay fees and costs of not more than 2 of the staff described under subd. 1. to travel to and participate in trade shows on behalf of eligible businesses.

5. Pay the costs associated with constructing, repairing, and transporting a display booth used at trade shows under subd. 4.

6. Pay the costs for travel to follow up on contacts made at trade shows under subd. 4.

7. Pay the costs of creating and producing brochures, catalogs, or other advertising material used to carry out the purposes of sub. (2) ^{grant} (a)

ASSEMBLY BILL 9

1

(c) ^{The} An association that ~~receives an award~~ ^{is awarded the grant} under this subsection shall enter into

2

a contract with the department that contains all of the following:

3

1. Conditions imposed by the department on the association's use of grant
4 moneys.

5

2. The manner in which the department will reduce the amount of grant
6 moneys received by the association on an annual basis over the 5-year contract term.

7

3. A requirement that the association submit annually a report to the
8 department that includes all of the following:

9

a. A detailed statement of the association's grant receipts and expenditures for
10 the fiscal year.

11

b. A detailed statement of manufacturing sales generated by the association
12 for eligible businesses as a result of the ^{manufacturing} marketing ^{assisting} program
13 established under this section. ^{manufactured}

14

c. Any other information the department considers relevant.

15

(END)

Insert 5-14

**2013-2014 DRAFTING INSERT
FROM THE
LEGISLATIVE REFERENCE BUREAU**

LRB-0859/lins
MPG:.....

1 INSERT ~~1-4~~ 5-14

2 **SECTION 1.** 20.005 (3) (schedule) of the statutes: at the appropriate place, insert
3 the following amounts for the purposes indicated:

	2013-14	2014-15
5 20.505		

6 (1) SUPERVISION AND MANAGEMENT

7 (fs) Manufacturer marketing assist-

8 ance program grant	GPR	B	650,000	485,000
--	-----	---	---------	---------

9 **SECTION 2.** 20.505 (1) (fs) of the statutes is created to read:

10 20.505 (1) (fs) *Manufacturer marketing assistance program grant.* Biennially

11 amounts in the schedule for the manufacturer marketing assistance program grant
12 under s. 16.20 (3). The

13 ~~END INSERT 1-4~~

14 ~~INSERT 5-14~~

15 **SECTION 3. Effective dates.** This act takes effect on the day after publication,
16 except as follows:

17 (1) The ~~creation~~ ^{treatment} of section 20.505 (1) (fs) of the statutes takes effect on the day
18 after publication, or on the 2nd day after publication of the 2013-15 biennial budget
19 act, whichever is later.

20 END INSERT 5-14

**DRAFTER'S NOTE
FROM THE
LEGISLATIVE REFERENCE BUREAU**

LRB-0859/1dn

MPG: f:....

lee

(date)

Representative Jorgensen:

Please review this draft carefully to ensure that it is consistent with your intent.

This is a redraft of 2011 AB 9. This draft differs from AB 9 in the following respects:

1. As requested by your office, the draft houses the manufacturer marketing assistance program grant in the Department of Administration (DOA). AB 9 created the program grant under the now defunct Department of Commerce (Commerce).

2. The draft creates a new biennial sum certain GPR ⁼ appropriation for the program grant to be awarded by DOA. AB 9 used then ⁼ existing Commerce economic development appropriations. Please let me know if you would like to take a different approach concerning how the program grant is to be funded.

3. The draft includes a delayed effective date for the new appropriation to ensure that the appropriation takes effect after the 2013-15 budget act takes effect. If the appropriation were to take effect before the budget act, the appropriation would be lost because the budget act repeals and recreates the entire appropriation schedule.

4. Finally, the draft contains other stylistic and technical revisions that do not affect ^{its substance} the substance of the draft.

Please do not hesitate to contact me with any questions.

Thank you.

Michael Gallagher
Legislative Attorney
Phone: (608) 267-7511
E-mail: michael.gallagher@legis.wisconsin.gov

DRAFTER'S NOTE
FROM THE
LEGISLATIVE REFERENCE BUREAU

LRB-0859/1dn
MPG:eev:rs

January 3, 2013

Representative Jorgensen:

Please review this draft carefully to ensure that it is consistent with your intent.

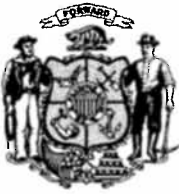
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2. The draft creates a new biennial sum certain GPR appropriation for the program grant to be awarded by DOA. AB 9 used then-existing Commerce economic development appropriations. Please let me know if you would like to take a different approach concerning how the program grant is to be funded.
3. The draft includes a delayed effective date for the new appropriation to ensure that the appropriation takes effect after the 2013-15 budget act takes effect. If the appropriation were to take effect before the budget act, the appropriation would be lost because the budget act repeals and recreates the entire appropriation schedule.
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Please do not hesitate to contact me with any questions.

Thank you.

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Legislative Attorney
Phone: (608) 267-7511
E-mail: michael.gallagher@legis.wisconsin.gov



State of Wisconsin
2013 - 2014 LEGISLATURE



LRB-0859/1
MPG:eev:rs

2013 BILL

1 **AN ACT** *to create* 16.20 and 20.505 (1) (fs) of the statutes; **relating to:** a grant
2 for a manufacturer marketing assistance program for Wisconsin Tier II and
3 Tier III manufacturers and making an appropriation.

Analysis by the Legislative Reference Bureau

This bill requires the Department of Administration (DOA) to award a grant to an association that represents manufacturers in this state for establishing a manufacturer marketing assistance program and promoting the manufacturers' products and manufacturing services. The grant may not exceed a total of \$2,590,000 disbursed over five years. The bill specifies the purposes for which the grant proceeds may be used, including salaries and fringe benefits to certain association employees, operating expenses for a marketing and outreach office, and creating an Internet site for the association. The grant is funded by a new DOA GPR appropriation.

For further information see the **state** fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

4 **SECTION 1.** 16.20 of the statutes is created to read:

BILL**SECTION 1**

1 **16.20 Wisconsin Tier II and Tier III manufacturer marketing**
2 **assistance program. (1)** In this section:

3 (a) "Association" means an organization not organized or incorporated for
4 profit that represents Wisconsin-based Tier II and Tier III manufacturers.

5 (b) "Eligible business" means any of the following:

6 1. A Tier II manufacturer.

7 2. A Tier III manufacturer.

8 (c) "Tier II manufacturer" means a business operating in this state that
9 manufactures a product that is used as a part in a product produced or distributed
10 for sale or sold to a consumer.

11 (d) "Tier III manufacturer" means a business operating in this state that
12 manufactures a product that is used as a part in a product produced by a Tier II
13 manufacturer or as a part in a product produced or distributed for sale or sold to a
14 consumer.

15 **(2)** (a) Subject to sub. (3), an association may apply to the department for a
16 5-year grant to establish a manufacturer marketing assistance program to conduct
17 marketing activities on behalf of, and to promote the manufacturing services of and
18 products created by, eligible businesses.

19 (b) An association's application under par. (a) shall contain all of the following:

20 1. An itemized budget detailing expected expenses for all activities for which
21 grant moneys are sought.

22 2. A description of how the activities for which grant moneys are sought will
23 benefit the association's ability to market products of eligible businesses.

24 **(3)** (a) Subject to the requirements under pars. (b) and (c), from the
25 appropriation under s. 20.505 (1) (fs), the department may award one 5-year grant

BILL

1 not to exceed \$2,590,000 to an association that applies to the department under sub.

2 (2). The department shall disburse the grant moneys as follows:

3 1. In the first year, not more than \$650,000 for the start-up and operation of
4 a manufacturer marketing assistance program.

5 2. In the 4 subsequent years, not more than \$485,000 in each year.

6 (b) The association shall use grant moneys awarded under this subsection to
7 do all of the following:

8 1. Pay salaries and fringe benefits to staff whom the association employs
9 exclusively to carry out the grant purposes stated under sub. (2) (a).

10 2. Purchase equipment and pay operating expenses for a marketing and
11 outreach office.

12 3. Create and maintain an Internet site to carry out the grant purposes stated
13 under sub. (2) (a).

14 4. Pay fees and costs of not more than 2 of the staff described under subd. 1. to
15 travel to and participate in trade shows on behalf of eligible businesses.

16 5. Pay the costs associated with constructing, repairing, and transporting a
17 display booth used at trade shows under subd. 4.

18 6. Pay the costs for travel to follow up on contacts made at trade shows under
19 subd. 4.

20 7. Pay the costs of creating and producing brochures, catalogs, or other
21 advertising material used to carry out the grant purposes stated under sub. (2) (a).

22 (c) The association that is awarded the grant under this subsection shall enter
23 into a contract with the department that contains all of the following:

24 1. Conditions imposed by the department on the association's use of grant
25 moneys.

BILL**SECTION 1**

2. The manner in which the department will reduce the amount of grant moneys received by the association on an annual basis over the 5-year contract term.

3. A requirement that the association submit annually a report to the department that includes all of the following:

a. A detailed statement of the association's grant receipts and expenditures for the fiscal year.

b. A detailed statement of manufacturing sales generated by the association for eligible businesses as a result of the manufacturer marketing assistance program established under this section.

c. Any other information the department considers relevant.

SECTION 2. 20.005 (3) (schedule) of the statutes: at the appropriate place, insert the following amounts for the purposes indicated:

	2013-14	2014-15
20.505		

(1) SUPERVISION AND MANAGEMENT

(fs) Manufacturer marketing assist-

ance program grant	GPR	B	650,000	485,000
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SECTION 3. 20.505 (1) (fs) of the statutes is created to read:

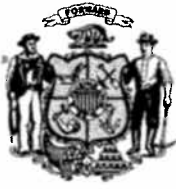
20.505 (1) (fs) *Manufacturer marketing assistance program grant.* Biennially, the amounts in the schedule for the manufacturer marketing assistance program grant under s. 16.20 (3).

SECTION 4. Effective dates. This act takes effect on the day after publication, except as follows:

BILL

1 (1) The treatment of section 20.505 (1) (fs) of the statutes takes effect on the day
2 after publication, or on the 2nd day after publication of the 2013–15 biennial budget
3 act, whichever is later.

4 (END)



State of Wisconsin
2013 - 2014 LEGISLATURE



LRB-0861/1

MPG:eev:rs

stays

2013 BILL

0859/2

Insert

or any moneys WEDC itself
uses for the program

to establish,

to promote

1 AN ACT to create 238.14 of the statutes; relating to: a grant for a manufacturer
2 marketing assistance program for Wisconsin Tier II and Tier III manufacturers
3 and making an appropriation.

Analysis by the Legislative Reference Bureau

This bill requires the Wisconsin Economic Development Corporation (WEDC) to award a grant to an association that represents manufacturers in this state for establishing a manufacturer marketing assistance program and promoting the manufacturers' products and manufacturing services. The grant may not exceed a total of \$2,590,000 disbursed over five years. The bill specifies the purposes for which the grant proceeds may be used, including salaries and fringe benefits to certain association employees, operating expenses for a marketing and outreach office, and creating an Internet site for the association. The grant is funded by the economic development fund.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 238.14 of the statutes is created to read:

The bill requires WEDC to review the program on an annual basis and WEDC may cancel the program at any time.

establish for
keep

\$1,000,000

4

BILL

1 **238.14 Wisconsin Tier II and Tier III manufacturer marketing**
 2 **assistance program.** (1) In this section:

3 (a) "Association" means an organization not organized or incorporated for
 4 profit that represents Wisconsin-based Tier II and Tier III manufacturers.

5 (b) "Eligible business" means any of the following:

6 1. A Tier II manufacturer.

7 2. A Tier III manufacturer.

8 (c) "Tier II manufacturer" means a business operating in this state that
 9 manufactures a product that is used as a part in a product produced or distributed
 10 for sale or sold to a consumer.

11 (d) "Tier III manufacturer" means a business operating in this state that
 12 manufactures a product that is used as a part in a product produced by a Tier II
 13 manufacturer or as a part in a product produced or distributed for sale or sold to a
 14 consumer.

15 (2) (a) Subject to sub. (3), an association may apply to the corporation for a
 16 5-year grant to establish a manufacturer marketing assistance program to conduct
 17 marketing activities on behalf of, and to promote the manufacturing services of and
 18 products created by, eligible businesses.

19 (b) An association's application under par. (a) shall contain all of the following:

20 1. An itemized budget detailing expected expenses for all activities for which
 21 grant moneys are sought.

22 2. A description of how the activities for which grant moneys are sought will
 23 benefit the association's ability to market products of eligible businesses.

24 (3) (a) Subject to the requirements under pars. (b) and (c), from the
 25 appropriation under s. 20.192 (1) (r), the corporation may award one 5-year grant

under this section

Insert 2-14

account established

sub. (2) (b)

BILL

1 not to exceed \$2,590,000 to an association that applies to the corporation under sub.

2 (b). The corporation shall disburse the grant moneys as follows:

3 1. In the first year, not more than \$650,000 for the start-up and operation of
4 a manufacturer marketing assistance program.

5 2. In the 4 subsequent years, not more than \$485,000 in each year.

6 (b) The association shall use grant moneys awarded under this subsection to
7 do all of the following:

8 1. Pay salaries and fringe benefits to staff whom the association employs
9 exclusively to carry out the grant purposes stated under sub. (2) (a).

10 2. Purchase equipment and pay operating expenses for a marketing and
11 outreach office.

12 3. Create and maintain an Internet site to carry out the grant purposes stated
13 under sub. (2) (a).

14 4. Pay fees and costs of not more than 2 of the staff described under subd. 1. to
15 travel to and participate in trade shows on behalf of eligible businesses.

16 5. Pay the costs associated with constructing, repairing, and transporting a
17 display booth used at trade shows under subd. 4.

18 6. Pay the costs for travel to follow up on contacts made at trade shows under
19 subd. 4.

20 7. Pay the costs of creating and producing brochures, catalogs, or other
21 advertising material used to carry out the grant purposes stated under sub. (2) (a).

22 (c) The association that is awarded the grant under this subsection shall enter
23 into a contract with the corporation that contains all of the following:

24 1. Conditions imposed by the corporation on the association's use of grant
25 moneys.

of the manufacturer marketing assistance program

BILL

1 2. The manner in which the corporation ~~will~~ ^{may} reduce the amount of grant moneys
2 received by the association on an annual basis over the 5-year contract term.

3 3. A requirement that the association submit annually a report to the
4 corporation that includes all of the following:

5 a. A detailed statement of the association's grant receipts and expenditures for
6 the fiscal year.

7 b. A detailed statement of manufacturing sales generated by the association
8 for eligible businesses as a result of the manufacturer marketing assistance program
9 established under this section.

10 c. Any other information the corporation considers relevant.

11

(END)

Insert 4-10

**2013-2014 DRAFTING INSERT
FROM THE
LEGISLATIVE REFERENCE BUREAU**

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INSERT 2-14

(2) (a) The corporation shall establish, or grant moneys to an association under sub. (4) to establish, a manufacturer marketing assistance program to conduct marketing activities on behalf of, and to promote the manufacturing services of and products created by, eligible businesses.

(b) From the appropriation under s. 20.192 (1) (r), the corporation shall establish an account dedicated to the manufacturer marketing assistance program under this section. On January 1, 2014, the corporation shall deposit \$250,000 into that account. After the deposit of those moneys, the corporation shall make additional deposits in the account as necessary to carry out the manufacturer marketing assistance program under this section, except that the corporation may not deposit more than a total of \$1,000,000 in the account.

(c) If the corporation does not make a grant to an association under sub. (4), the corporation shall itself use the moneys deposited in the account under par. (b), in the manner required under sub. (4) (b), to carry out the manufacturer marketing assistance program under this section.

END INSERT 2-14

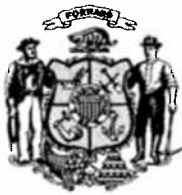
INSERT 4-10

(5) (a) The corporation shall annually review the manufacturer marketing assistance program under this section.

(b) The corporation may cancel the manufacturer marketing assistance program at any time after the program is established under sub. (2) (a). If the corporation cancels the program under this paragraph, the corporation may disburse

any moneys held in the account under sub. (2) (b) for use in the corporation's other economic development programs.

END INSERT 4-10



State of Wisconsin
2013 - 2014 LEGISLATURE



LRB-0859/2

MPG:eev:rs

NOW

stays

2013 BILL

repen

- 1 AN ACT *to create* 238.14 of the statutes; **relating to:** a manufacturer marketing
2 assistance program for Wisconsin Tier II and Tier III manufacturers and
3 making an appropriation.

Analysis by the Legislative Reference Bureau

This bill requires the Wisconsin Economic Development Corporation (WEDC) to establish, or award a grant to an association that represents manufacturers in this state to establish, a manufacturer marketing assistance program and to promote manufacturers' products and services. The grant or any moneys WEDC itself uses for the program may not exceed a total of \$1,000,000 disbursed over five years. The bill specifies the purposes for which the grant proceeds may be used, including salaries and fringe benefits to certain association employees, operating expenses for a marketing and outreach office, and creating an Internet site for the association. The grant is funded by the economic development fund. The bill requires WEDC to review the program on an annual basis, and WEDC may cancel the program at any time.

For further information see the **state** fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

BILL**SECTION 1**

1 **SECTION 1.** 238.14 of the statutes is created to read:

2 **238.14 Wisconsin Tier II and Tier III manufacturer marketing**
3 **assistance program.** (1) In this section:

4 (a) "Association" means an organization not organized or incorporated for
5 profit that represents Wisconsin-based Tier II and Tier III manufacturers.

6 (b) "Eligible business" means any of the following:

7 1. A Tier II manufacturer.

8 2. A Tier III manufacturer.

9 (c) "Tier II manufacturer" means a business operating in this state that
10 manufactures a product that is used as a part in a product produced or distributed
11 for sale or sold to a consumer.

12 (d) "Tier III manufacturer" means a business operating in this state that
13 manufactures a product that is used as a part in a product produced by a Tier II
14 manufacturer or as a part in a product produced or distributed for sale or sold to a
15 consumer.

16 (2) (a) The corporation shall establish, or grant moneys to an association under
17 sub. (4) to establish, a manufacturer marketing assistance program to conduct
18 marketing activities on behalf of, and to promote the manufacturing services of and
19 products created by, eligible businesses.

20 (b) From the appropriation under s. 20.192 (1) (r), the corporation shall
21 establish an account dedicated to the manufacturer marketing assistance program
22 under this section. On January 1, 2014, the corporation shall deposit \$250,000 into
23 that account. After the deposit of those moneys, the corporation shall make
24 additional deposits in the account as necessary to carry out the manufacturer

BILL

1 marketing assistance program under this section, except that the corporation may
2 not deposit more than a total of \$1,000,000 in the account.

3 (c) If the corporation does not make a grant to an association under sub. (4), the
4 corporation shall itself use the moneys deposited in the account under par. (b), in the
5 manner required under sub. (4) (b), to carry out the manufacturer marketing
6 assistance program under this section.

7 (3) (a) Subject to sub. (4), an association may apply to the corporation for a
8 5-year grant to establish and carry out the manufacturer marketing assistance
9 program under this section.

10 (b) An association's application under par. (a) shall contain all of the following:

11 1. An itemized budget detailing expected expenses for all activities for which
12 grant moneys are sought.

13 2. A description of how the activities for which grant moneys are sought will
14 benefit the association's ability to market products of eligible businesses.

15 (4) (a) Subject to the requirements under pars. (b) and (c), from the account
16 established under sub. (2) (b), the corporation may award one 5-year grant not to
17 exceed \$1,000,000 to an association that applies to the corporation under sub. (3).

18 The corporation shall disburse the grant moneys as follows:

for a grant

19 1. In the first year, \$0.

20 2. In the 4 subsequent years, no more than \$250,000 in each year.

21 (b) ~~The~~ association shall use grant moneys awarded under this subsection to
22 do all of the following: *An* *that is awarded a grant*

23 1. Pay salaries and fringe benefits to staff whom the association employs
24 exclusively to carry out the purposes of the manufacturer marketing assistance
25 program under this section.

BILL

SECTION 1

1 2. Purchase equipment and pay operating expenses for a marketing and
2 outreach office.

3 3. Create and maintain an Internet site to carry out the purposes of the
4 manufacturer marketing assistance program under this section.

5 4. Pay fees and costs of not more than 2 of the staff described under subd. 1. to
6 travel to and participate in trade shows on behalf of eligible businesses.

7 5. Pay the costs associated with constructing, repairing, and transporting a
8 display booth used at trade shows under subd. 4.

9 6. Pay the costs for travel to follow up on contacts made at trade shows under
10 subd. 4.

11 7. Pay the costs of creating and producing brochures, catalogs, or other
12 advertising material used to carry out the purposes of the manufacturer marketing
13 assistance program under this section.

14 (c) The association that is awarded the grant under this subsection shall enter
15 into a contract with the corporation that contains all of the following:

16 1. Conditions imposed by the corporation on the association's use of grant
17 moneys.

18 2. The manner in which the corporation may reduce the amount of grant
19 moneys received by the association on an annual basis over the 5-year contract term.

20 3. A requirement that the association submit annually a report to the
21 corporation that includes all of the following:

22 a. A detailed statement of the association's grant receipts and expenditures for
23 the fiscal year.

BILL

b. A detailed statement of manufacturing sales generated by the association for eligible businesses as a result of the manufacturer marketing assistance program established under this section.

c. Any other information the corporation considers relevant.

(5) (a) The corporation shall annually review the manufacturer marketing assistance program under this section.

(b) The corporation may cancel the manufacturer marketing assistance program at any time after the program is established under sub. (2) (a). If the corporation cancels the program under this paragraph, the corporation may disburse any moneys held in the account under sub. (2) (b) for use in the corporation's other economic development programs.

(END)

Rose, Stefanie

From: Sweeney, Rebekah
Sent: Wednesday, February 20, 2013 8:58 AM
To: LRB.Legal
Subject: Draft Review: LRB -0859/2 Topic: Pilot marketing program for Tier II and Tier III manufacturers

RUSH!

Please Jacket LRB -0859/2 for the ASSEMBLY.